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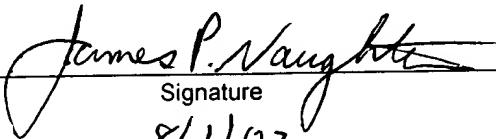
Technology Center 2100

August 1, 2002

Date of Deposit

James P. Naughton, Reg. No. 30,665

Name of Applicant, Assignee or
Registered Representative


Signature
8/11/02

Date of Signature

Our Case No.: 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Charles McElfresh et al.

Serial No.: 09/285,929

Examiner: Not Assigned

Filing Date: April 2, 1999

Group Art Unit: 2176

For: METHOD AND SYSTEM FOR OPTIMUM
PLACEMENT OF ADVERTISEMENTS ON A
WEBPAGE

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Supplemental Information Disclosure Statement be entered and the document listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The reference now cited is the following:

OTHER ART AND RELATED DOCUMENT

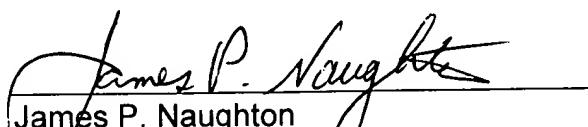
Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", *Business Wire*, dated May 19, 1998, printed from the Internet at <<http://www.dialogclassic.com/main.vngw>> on 11/9/00, 2 pages.

In accordance with 37 C.F.R. § 1.97(g),(h), this Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Supplemental Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Supplemental Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to this material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.

Applicants respectfully request that the listed document be made of record in the present case.

Respectfully submitted,



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